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For Immediate Release

## **NEWS RELEASE**

### **Tourism Web site Wins Top Interactive Media Awards**

*Archer Group Recognized at the 6<sup>th</sup> Annual Horizon Interactive Awards Competition*

**Dover** (May 15, 2007) – VisitDelaware.com, the official tourism Web site for the state of Delaware, was recognized with Gold and Silver awards at the 2007 Horizon Interactive Awards. The sixth annual international competition recognized excellence in interactive media production among multi-media developers worldwide.

To design the Web site, the Delaware Tourism Office partnered with The Archer Group, a Wilmington-based Internet marketing firm. The newly designed Web site earned a Gold Award for the Government category and a Silver Award for the Public Service category.

“We are honored by Horizon’s recognition of our newly designed Tourism Web site,” said Governor Ruth Ann Minner. “Our goal was to create innovative ways to attract more visitors and more business opportunities for the state’s resident tourism industry, and this award recognition proves that our hard work has paid off.”

The Web site features many unique tools, including an easy-to-use trip planning function. Similar to a “shopping cart” feature on retail sites, this interactive feature allows visitors to create (and revise) their personal sightseeing itineraries from a showcase of Delaware attractions. Categories include arts & culture, history & heritage, sports & gaming, outdoor recreation, and dining & leisure. When visitors add the attractions to their personal trips, they can choose nearby places to stay. They can also print destination maps and e-mail complete itineraries to friends.

Unique visitors to VisitDelaware.com have increased each month since the launch of the new design. In December 2006, there were 20,095 unique visitors. There were 23,271 unique visitors in January, 22,738 in February, 28,189 in March, and 31,187 in April.

“These awards confirm the overwhelming positive response the State has received with VisitDelaware.com,” said Dina Reider, Director of Marketing and Communications for the Delaware Economic Development Office. “A Delaware company, The Archer Group has been an excellent partner in creating a powerful, eye-catching site. Together with the redesigned site, our

first-ever tourism television commercial and other initiatives, we have been able expand our marketing reach more than ever before.”

The 2007 competition saw nearly 1000 entries from all over the world including nearly all 50 States and many other countries including: Australia, Canada, Czech Republic, Columbia, Croatia, Germany, Egypt, Spain, France, Great Britain, Hong Kong, Hungary, Indonesia, Israel, Italy, Malaysia, New Zealand, Singapore, South Africa, Syria, Thailand, Turkey, and Taiwan.

“VisitDelaware.com was a passion project for our team,” said Lee Mikles, President of The Archer Group. “As Delawareans, we wanted this site to be the best tourism site in the nation. Every aspect of the site, from the professional design to the powerful administration platform was built with that goal in mind. We were very fortunate that the Tourism team shared our vision and gave us the freedom to create something special.”

#### **About Delaware Tourism Office**

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism Web site at [www.visitdelaware.com](http://www.visitdelaware.com) or call toll-free (866) 284-7483.

#### **About The Archer Group**

The Archer Group is Delaware’s largest agency focused exclusively on interactive marketing. The company offers end-to-end internet marketing solutions, from marketing strategy, Web site development, e-mail marketing, search engine marketing and more. The company has been recognized regionally and internationally for outstanding work, being awarded with over 16 awards in the last two years alone. The company helps regional and national clients create more value from their internet and digital marketing efforts. For more information about The Archer Group, visit their website at <http://www.archer-group.com>.

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